

TEXAS GENERAL LAND OFFICE

OFFICIAL SEAL USAGE GUIDELINES

A. ACCEPTABLE VARIATIONS



Original seal
(4-color process)



One-color seal

PMS Colors: 482, 124, 2945, 4755,
538, 5763, 418, 416, 350, 378, 469, 471.

PERMISSION TO USE THE SEAL

- The GLO has intellectual property rights to the seal. No one may use the seal without first gaining express permission from the GLO's Office of Communications.

ONCE YOU HAVE OBTAINED PERMISSION TO USE THE SEAL, FOLLOW THESE USAGE GUIDELINES

- Use the original seal only in its entirety and without modification. Never recreate the seal.
- Always maintain a clear space around the seal. Do not allow other elements to come into contact with it.
- Do not obscure any part of the seal by placing type, photographs or other elements on top of it.

Acceptable Variations (Example A)

- The seal may be printed either four-color process or one color.
- The one color seal is generally printed in black or reversed (white on a dark background), but other spot colors may be used with approval.

On a Non-White Background (Example B)

- Some formats of the seal are surrounded by a white box (most notably the JPG version). These formats are for use on white backgrounds only. If you require a seal that does include this white box to place on top of a colored background, please contact the Office of Communications for an appropriate version.

Reducing or Re-Scaling or Otherwise Transforming the Seal (Example C)

- The seal may be resized, but must remain proportional and undistorted. Do not rescale the seal vertically or horizontally.
- Never reduce the seal to the point where any part of it is unrecognizable or unreadable.
- The seal should not be printed at such a large size that it becomes pixelated (see example). The seal should never be pixelated or distorted in any way.
- Do not rotate the seal.
- Do not use a seal intended for web display on printed materials. Generally, logos and graphics pulled from the web, unless specifically labeled for use in print, are low resolution and will appear pixelated when printed.

MISUSE

The GLO seal cannot be used to:

- to sell, advertise, market or package a specific product without GLO approval
- to imply an endorsement by the GLO of an organization or its products or services without express permission of the GLO
- market, advertise or otherwise promote or endorse a product, service or person that can be viewed negatively by the public. The seal should also not be displayed in conjunction with images or names that may be considered inflammatory or offensive.

QUESTIONS?

If you have any questions about the use of the GLO seal, need appropriate electronic formats, or would like to request permission to deviate from the acceptable variations in any manner, please contact Dawn Efaw in the GLO's Office of Communications at **512.936.1946** or **512.936.9582** or email **dawn.efaw@glo.texas.gov**. You may also direct your professional printer directly to our office to receive electronic formats or for questions.

B. NON-WHITE BACKGROUND



Correct
(no white box)



Incorrect
(white box)

C. REDUCING, RE-SCALING OR TRANSFORMING



Incorrect
(horizontally distorted)



Incorrect
(vertically distorted)



Incorrect
(rotated)



Incorrect
(pixelated)